**Google's Ad-Targeting Prototype Eliminates Cookies**

Logo, icon

Description automatically generated with medium confidenceGoogle says a new system to replace cookie-based targeting is showing promise, which would be a major change in the $330 billion global ad ecosystem. The interface, called Federated Learning of Cohorts, aggregates thousands of users to target ads.

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[*https://www.axios.com/google-privacy-friendly-substitute-cookies-test-05c2c28e-77f1-4921-9a99-1ef0c009b064.html*](https://www.axios.com/google-privacy-friendly-substitute-cookies-test-05c2c28e-77f1-4921-9a99-1ef0c009b064.html)